



FY22 Operating Budget: Committee Consent Calendar

GO Committee #10F

May 6, 2021

Department/Office: Cable Television Communications Plan

Staff: Dr. Costis Toregas, IT Council Adviser

1. Staff Recommendation

Council staff recommends approval of the FY22 Cable Television Communications Plan budget as submitted by the County Executive.

2. Summary of FY22 Recommended Budget

The County Executive's complete FY22 Recommended Operating Budget for the Cable Television Communications Plan is attached at ©1-12.

Cable Television Communications Plan	FY21 Approved	FY22 CE Recommended	Change from FY21 Approved
General Fund	\$16,518,580	\$17,469,611	5.8%%
Personnel Costs	\$4,318,138 30.75 FTEs	\$4,465,948 30.75 FTEs	3.4% 0%
Operating Costs	\$12,200,442	\$13,003,663	6.6%
Total Expenditures	\$16,518,580 30.75 FTEs	\$17,469,611 30.75 FTEs	5.8% 0%

3. Summary of FY22 Recommended Changes/Adjustments

General Fund - With Service Impact

- An increase of \$700,000 for FiberNet3 build-out
- An increase of \$100,000 for HOC Digital Equity Initiative

General Fund - No Service Impact

- An increase of \$84,197 for FY21 Compensation Adjustment
- An increase of \$32,148 for FY22 Compensation Adjustment
- An increase of \$34,686 for various other adjustments

4. Suggested Discussion Items for Fall Overview Session

- Declining revenues from Cable franchise fees have a major impact on current and future Cable Plan investments. The current FY22 gap was resolved by transferring resources from the fund balance, as well as with a \$700,000 transfer from the General Fund. The Office of Broadband Programs is working on major restructuring options that could have severe implications on currently-funded programs to solve this gap in future years. Since County Council ongoing communications expenses are supported by the Cable Plan with \$943,000, the Committee must be kept informed of changes that may impact this allocation.
- The Connect Montgomery Alliance (CMA) has affirmed their strong focus on Racial Equity support programs in FY22.
- The Committee supported the idea of a CMA Coordinator in the preliminary Cable Plan review earlier this year; the Office of Broadband Programs (OBP) is readying such a position funding plan that will use proportional funding from all Alliance partners to accomplish, and will report on progress when complete.
- A Committee review of performance and accomplishments in the Fall 2021 timeframe is recommended. At that time, the Committee can have a robust discussion regarding sustainability of Cable Plan programs and review potential strategies before the development of the FY23 budget.

GO COMMITTEE #10F
May 6, 2021

Consent Item

MEMORANDUM

May 3, 2021

TO: Government Operations and Fiscal Policy Committee
FROM: Dr. Costis Toregas, Council IT Adviser
SUBJECT: Cable Plan for FY22
PURPOSE: FY22 Operating Budget Consent Calendar Decision regarding Cable Plan

Council Staff recommendation: **Approve the FY22 Cable Plan with revenues of \$22,869,000, restricted and unrestricted expenditures of \$25,308,000, and a Fund Balance of \$200,000 as recommended by the County Executive.**

Summary Observations

1. Declining revenues from Cable franchise fees have a major impact on current and future Cable Plan investments. The current FY22 gap was resolved by transferring resources from the fund balance, as well as with a \$700,000 transfer from the General Fund. The Office of Broadband Programs is working on major restructuring options that could have severe implications on currently-funded programs to solve this gap in future years. Since County Council ongoing communications expenses are supported by the Cable Plan with \$943,000, the Committee must be kept informed of changes that may impact this allocation.
2. The Connect Montgomery Alliance (CMA) has affirmed their strong focus on Racial Equity support programs in FY22.
3. The Committee supported the idea of a CMA Coordinator in the preliminary Cable Plan review earlier this year; the Office of Broadband Programs (OBP) is readying such a position funding plan that will use proportional funding from all Alliance partners to accomplish, and will report on progress when complete.
4. A Committee review of performance and accomplishments in the Fall 2021 timeframe is recommended. At that time, the Committee can have a robust discussion regarding sustainability of Cable Plan programs and review potential strategies before the development of the FY23 budget.

Council staff requested answers to the following questions; Executive branch answers are in *italics*.

POLICY QUESTIONS

1. In FY21, there were no transfers to the General Fund. Why has it been deemed necessary to restart this process?

Please note that the transfer of (\$700,000) in line 126 of the Cable Plan is a negative number representing a transfer into the Cable fund from the General Fund to support declining franchise fee revenues.

2. The GO Committee met with the Connect Montgomery Alliance in February and requested that the Cable Plan programming maintain focus on racial equity and pandemic communications; please indicate programs in the Plan that do this.

See attached Memorandum from Melissa Pace.

MANAGEMENT QUESTIONS

1. The GO Committee endorsed the position of CMA Coordinator in their February review of the Cable Plan. This position does not appear to be in the proposed budget. Please explain.
2. The Gandhi Brigade is a program that has been supported in several different places of the budget. Clarify what is the request for support undertaken by the Cable Plan.

OBP is working on a proportional cost-sharing agreement for the position with CMA and will adjust the budget accordingly once the agreement is reached.

The County has an interest in providing positive youth leadership development and using media creation as a vehicle for personal and community change. Gandy Brigade Youth Media (GBYM) provides a youth leadership development program that uses media production as a vehicle to help underserved youth. The County has designated the Department of Technology Services as the department to administer the services. The contract with GBYM is entered into in accordance with Section 11B-14(a)(4) of the Montgomery County Code.

OPERATIONS QUESTIONS

1. The Cable Fund balance is expected to be at \$2,870,000 at the end of FY21, and yet the Executive is proposing a \$200,000 level for the fund balance in FY22. Does this mean that the proposed Plan is in a \$2,670,000 deficit for FY22? And what is causing this deficit?

The Recommended Plan reflects revenue shortfalls primarily related to declining franchise revenue. Fund balance policy guidance for the Cable fund is calculated as 8% of total non-restricted revenues (franchise fees, tower fees, and investment income) whereby the anticipated FY22 year-end fund balance of approximately \$200,000 will be short guidance of \$1,133,677 by \$933,677. The shortage will also compound over the coming fiscal years to potentially exceed \$10 million annually without a significant restructuring of the expenditure of non-restricted funds for

the Cable Plan.

	actuals				forecast					
	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25	FY26
Comcast	\$ 7,151,085	\$ 6,752,065	\$ 6,344,357	\$ 6,000,757	\$ 5,762,587	\$ 5,407,264	\$ 5,079,366	\$ 4,743,703	\$ 4,407,881	\$ 4,091,572
RCN	\$ 205,268	\$ 194,261	\$ 180,244	\$ 152,409	\$ 137,215	\$ 127,092	\$ 117,895	\$ 110,003	\$ 103,498	\$ 97,953
Verizon	\$ 10,715,592	\$ 10,327,374	\$ 10,155,950	\$ 9,726,825	\$ 8,954,473	\$ 8,233,606	\$ 7,489,477	\$ 6,715,540	\$ 5,917,057	\$ 5,097,000
total	\$ 18,071,945	\$ 17,273,700	\$ 16,680,552	\$ 15,879,991	\$ 14,854,275	\$ 13,767,962	\$ 12,686,737	\$ 11,569,247	\$ 10,428,436	\$ 9,286,525
%Δ		-4.4%	-3.4%	-4.8%	-6.5%	-7.3%	-7.9%	-8.8%	-9.9%	-10.9%
\$Δ		\$ (798,245)	\$ (593,148)	\$ (800,561)	\$ (1,025,716)	\$ (1,086,314)	\$ (1,081,224)	\$ (1,117,491)	\$ (1,140,810)	\$ (1,141,912)

The deficit reflects a shift occurring in the Cable TV industry, cord cutting. Cord-cutting is no longer a trend but instead a structural alteration to growth estimates that significantly informs topline revenue forecasts. Netflix, Disney+, HBO Max to a lesser extent are transforming into household utilities and to the detriment of the market shares of Comcast, Verizon, and RCN's traditional cable television services. This is the prevailing constraint causing an incremental deficit of just around \$1M annually.

OBP is exploring multiple options to help alleviate constraints from both top-line revenue reductions and ongoing expenditure growth. For example, E-rate funding offers the potential to net the County approximately \$1.2 million in annual net inflows for internal wide area network (WAN) support. Please see the attached presentation elaborating on the opportunities, process, and logistics for enabling the available federal funding to supplement services.

With respect to expenditures, roughly \$8M or a third of total revenues are allocated in fixed percentage shares for municipal capital and franchisee support. The remainder of non-restricted funds, or roughly two-thirds, are allocated to non-restricted expenditures where ongoing allocations can be adjusted for the support of FiberNet, Community Engagement, PEG Network, MNCPPC, Montgomery College, MCPS, and MCM. If Personnel and Operating Expenses are to remain at current levels, OBP intends to recommend a proportional expenditure sharing agreement. The agreement would require each outside department to cover a percentage share of costs. OBP looks forward to working with the Council to resolve the shortfalls optimally and efficiently.

Attachments

Budget pages
 CMA response
 OBP eRate presentation for Cable Fund options

© pages

©1-12
 ©13-16
 ©17-44



Cable Television Communications Plan

RECOMMENDED FY22 BUDGET

\$17,469,611

FULL TIME EQUIVALENTS

30.75

 GAIL M. ROPER, CHIEF INFORMATION OFFICER/DIRECTOR

MISSION STATEMENT

The Cable Television Communication Plan is a special revenue fund. Revenue is provided by cable franchise agreements and fees from the Transmission Facility Coordinating Group. Funding is passed through for: the operation of the Office of Broadband Program's (OBP); Community Engagement; Community Technology; FiberNet programs; Public, Educational, and Government (PEG) programming by the Office of Public Information (PIO); the County Council; the Maryland-National Capital Park and Planning Commission (M-NCPPC); Montgomery College; Montgomery County Public Schools (MCPS); Montgomery Community Media; PEG equipment; and municipal franchises administered by the County. The mission of the Cable Television Communications Plan is to provide effective management of the Fund; the County's cable franchise agreement; quality PEG programming; broadband governance; planning, execution, and operation of FiberNet; the County's communications network; and effective management of the deployment of wireless facilities throughout Montgomery County. Additional funding for OBP is provided and described in the Department of Technology Services budget.

BUDGET OVERVIEW

The total recommended FY22 Operating Budget for the Office of Broadband Programs is \$17,469,611, an increase of \$951,031 or 5.76 percent from the FY21 Approved Budget of \$16,518,580. Personnel Costs comprise 25.56 percent of the budget for 18 full-time position(s) and no part-time position(s), and a total of 30.75 FTEs. Total FTEs may include seasonal or temporary positions and may also reflect workforce charged to or from other departments or funds. Operating Expenses account for the remaining 74.44 percent of the FY22 budget.

The total recommended FY22 Cable Television Communications Plan includes five elements:

- The Office of Broadband Programs, Media PEG operating and equipment, and Municipal transfers (\$17,469,611)
- Transfers to the General Fund for indirect costs (\$830,904)
- Transfers for PEG programming including Montgomery County Public Schools (\$1,769,775) and Montgomery College (\$1,796,800)
- Transfers to County Capital Improvements Programs (CIP) including FiberNet (\$3,592,000) and ultraMontgomery (\$680,000)
- Transfers from General Fund (\$700,000) and to Maryland National Capital Park and Planning Commission (\$100,000)

The Office of Broadband Programs and the Office of Management and Budget are developing and evaluating strategies to address projected declines in cable franchise fees.

This Fund's CIP requires Current Revenue funding, using restricted funds from the Cable Television Communications Plan.

In addition, this department's Capital Improvements Program (CIP) requires Current Revenue funding.

COUNTY PRIORITY OUTCOMES

While this program area supports all seven of the County Executive's Priority Outcomes, the following are emphasized:

- ◆ **Thriving Youth and Families**
- ◆ **A Growing Economy**
- ◆ **A Greener County**
- ◆ **Easier Commutes**
- ◆ **Effective, Sustainable Government**

INITIATIVES

- ★ Montgomery County will implement FiberNet3, a third-generation network design which impacts the speed in which digital information travels, for example, the speed of internet and phone services. FiberNet3 builds on the long-term success of County-owned fiber optic communications infrastructure. This initiative provides critical infrastructure for next generation communications and cloud services. FiberNet3 will provide some of the following benefits: reduced costs, improved public Wi-Fi capacity, performance level improvements, support for new customer technologies, emergency demands, improved service availability, and more reliable Voice over Internet Protocol (VoIP). The FiberNet3 upgrades will address emerging and long-term needs - including essential equipment, technology refreshes, and increasingly growing bandwidth demands.
- ★ The Department of Technology Services completed a community engagement information assessment survey. The survey responses will be utilized to develop the Comcast and Verizon cable franchise renewal negotiations.
- ★ Interactive video meetings have been an essential tool to ensure continued County Executive and County Council forums. Interactive video meetings will continue post pandemic to expand public participation in County Executive and County Council community meetings and press briefings.
- ★ MoCoNet, Montgomery County Government's internet service network, will expand services to targeted affordable housing locations throughout Montgomery County.
- ★ Montgomery County will expand ultraMontgomery, a secure high-speed broadband service for businesses, to bio health companies in the I-270 corridor (also known as Great Seneca Highway) to Ashburn, VA data centers. Ninety percent of the East Coast's internet traffic flows through Ashburn, VA centers.

INNOVATIONS AND PRODUCTIVITY IMPROVEMENTS

- ★ Continued commitment to advancing diversity, equity, and inclusion by addressing our community's digital divide. A digital equity pilot program, MoCoNet, was established to provide internet services to low income and special needs residents of Main Street Apartments. MoCoNet has been an essential resource for professional, educational, and social connectivity. MoCoNet has reached over 50% of the Main Street Apartment's eligible units, since its launch in August 2020. Closing the digital equity gap will continue through the expansion of free, reliable internet services to include additional affordable housing

properties.

- ★ Senior Planet Montgomery offers free online technology classes to seniors. The objective of these classes are to help older adults improve their daily lives through the utilization of technology. Montgomery County has expanded these classes to include classes in English, Spanish, and Mandarin. Pre-pandemic participation of 811 has increased to over 10,000 on-line participants.
- ★ Deployed outdoor WiFi at 14 County library locations to provide broadband access for low income communities of color and small business entrepreneurs without home Internet access.
- ★ Enhanced Technology Facility Coordination Group (TFCG or "Tower Committee") public awareness and input by revising County regulations, leveraging automated email notification, and online application posting.
- ★ The Transmission Facilities Coordinating Group application process improvement replaced in person payment submissions with an electronic payment submission.
- ★ Continued to expand community engagement and content through the following platforms: podcasting, cablecasting CNN new evening, and live social media coverage of County and State meetings and events.

PROGRAM CONTACTS

Contact Dennis Hetman of the Department of Technology Services at 240.777.2008 or Felicia Hyatt of the Office of Management and Budget at 240.777.2763 for more information regarding this department's operating budget.

PROGRAM PERFORMANCE MEASURES

Performance measures for this department are included below (where applicable), with multi-program measures displayed at the front of this section and program-specific measures shown with the relevant program. The FY21 estimates reflect funding based on the FY21 Approved Budget. The FY22 and FY23 figures are performance targets based on the FY22 Recommended Budget and funding for comparable service levels in FY23.

PROGRAM DESCRIPTIONS

★ Connect Montgomery Alliance

The Montgomery County Public, Education, and Government (PEG) Governance Board facilitates collaboration among the local PEG stations to promote meaningful and relevant PEG programming and media services to the Montgomery County community using current and emerging technologies. The PEG Governance Board (PGB) collaboratively works to expand community engagement, Spanish language programming, and access to digital media content featuring County residents, organizations, and institutions. The budget for PEG includes funds for the purchase of equipment, promotion and outreach support to increase channel awareness and viewership, and strategic planning.

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	939,984	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	3,220	0.00
FY22 Recommended	943,204	0.00

Media - Montgomery College

Montgomery College Television creates videos for Montgomery College educational cable channels, website, and social media. Funds are used for staff, equipment, operating expenses, and training student interns using hands on, real life production techniques and facilities. Videos educate, inform, and support student success (i.e. closing the achievement gap, dual enrollment, retention, completion, transfer, and academic excellence.) MCTV produces videos in Spanish, Amharic, Vietnamese, French, and Korean, and provides outreach to targeted underserved populations, engaging first generation college students, non-native English speakers, immigrants, veterans, single parents, and those who are food insecure. Videos explore careers, economic development, and workforce preparedness. Additional funds are provided through the Montgomery College operating budget.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Hours of first run locally produced and acquired Montgomery College MC-ITV programming	315	188	200	200	200
Hours of Montgomery College student-assisted original programming	140	122	145	145	145

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	0	0.00
FY22 Recommended	0	0.00

Note(s): Funding for MCPS-TV and Montgomery College Television is provided as a fund transfer to the MCPS and Montgomery College budgets.

Media - Montgomery County Public Schools

Montgomery County Public Schools Television (MCPS-TV) is a full-service television and multimedia facility that produces TV programs for students, staff, parents, and the general community produced in multiple languages to reach the district's growing multicultural community. MCPS-TV regular programming includes live Board of Education meetings, live webstreaming events from schools, new curriculum training and staff development, live call-in and interactive programs on topical issues, student-produced in class programs, technology training, and televised instruction in a variety of academic content areas.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Hours of first run locally produced, block, and acquired Montgomery County Public Schools (MCPS) ITV programming	419	427	436	445	450

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	0	0.00
FY22 Recommended	0	0.00

Note(s): Funding for MCPS-TV and Montgomery College Television is provided as a fund transfer to the MCPS and Montgomery College budgets.

Media - PIO, Council, M-NCPPC

This program provides funding for the Office of Public Information, the County Council, and the Maryland-National Capital Park and Planning Commission to create content for the County's cable channel CCM, social media, and live Internet streaming, including County Council and Planning Board meetings, press conferences, town hall meetings, special events, feature programs, and video on demand. Each entity has separate production staff and controls content produced, and all are supported by the Office of Broadband Programs Community Engagement program. This program was formerly part of County Cable

Montgomery.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Hours of first run locally produced, block, and acquired County Cable Montgomery (CCM) programming	3,164	2,765	2,257	2,257	2,257
Video communications produced for social media and cable	812	1,419	1,518	911	920
Percent of productions completed within agreed-upon timeline	100%	100%	100%	100%	100%
Engagements with video communications	125,243	2,058,630	2,202,734	1,101,367	1,024,271
FY22 Recommended Changes			Expenditures		FTEs
FY21 Approved			1,893,091		11.50
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.			(27,967)		0.00
FY22 Recommended			1,865,124		11.50

☀️ Montgomery Community Media

Montgomery County supports community media and digital equity training through a contract with Montgomery Community Television, doing business as Montgomery Community Media (MCM). MCM operates two community media cable television channels, provides media technology training to County residents and community organizations, and produces independent, diverse, and informative cable programming for County residents. MCM's mission is to provide media, television production, technology training that empowers residents and organizations and provides them with the opportunity to interact, engage, and influence the County government and the community by using the powerful media of television and the Internet.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Hours of first run locally produced, block, and acquired Montgomery Community Media (MCM) programming	2,163	2,765	2,257	2,257	2,500
Hours of Montgomery Community Media (MCM) volunteer effort in creating public access programming	20,035	2,646	1,510	2,100	2,310
FY22 Recommended Changes			Expenditures		FTEs
FY21 Approved			2,829,061		0.00
FY22 Recommended			2,829,061		0.00

☀️ Municipal Support

Cable operator franchise fees and PEG support obligations to participating municipalities within Montgomery County are paid by cable operators to the County for administrative efficiency and auditing effectiveness and then redistributed by the County to the City of Rockville, the City of Takoma Park, and the Montgomery County Chapter of the Maryland Municipal League (MML). The County has a contractual obligation to pass through fees owed to municipalities and no discretion to alter these payments. Municipalities may use franchise fees for any purpose. Under the terms of the franchise agreements, participating municipalities must use PEG Access Operating Support funding to support PEG programming operations, and PEG capital support must be used for PEG and institutional network equipment, facilities, and related capital expenditures.

FY22 Recommended Changes			Expenditures		FTEs
FY21 Approved			3,563,900		0.00
FY22 Recommended			3,563,900		0.00

☀️ OBP Community Engagement

OBP Community Engagement provides channel management for the County's cable television station (CCM) and its three cable channels, and a Technical Operations Center to support transmission of 13 local PEG channels over three cable systems. CCM program content is created by the County Council, PIO, and Maryland-National Capital Park and Planning Commission (M-NCPPC). Community Engagement provides production services to record and transmit programming from the Council Office Building, production support for offsite Council Town Halls and County Executive Forums, closed captioning of programs, dynamic promotion of channel and video programming across multiple media platforms, engineering staff for the Technical Operations Center to monitor the audio and video signals provided to the Comcast, RCN and Verizon cable systems, contract administration, liaison and support services for other municipal and community media channels' PEG Channels in the County. This program was formerly part of the County Cable Montgomery and Public Educational Government (PEG) Operations programs.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Hours of first run locally produced, block, and acquired County Cable Montgomery (CCM) programming	3,164	2,736	2,780	2,980	3,050
Percent of fresh County Cable Montgomery content (less than one month old) during peak viewing hours	0.94%	6.00%	8.00%	10.00%	12.50%
Percent of English language first-run programs closed captioned in Spanish	0%	0%	75%	95%	95%
Percent of English and Spanish language first-run programs closed captioned in English	100%	100%	100%	100%	100%

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	986,009	4.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	200,194	1.00
FY22 Recommended	1,186,203	5.00

☀️ OBP Community Technology

OBP Community Technology manages use of public rights-of-way in Montgomery County by cable television providers, negotiates and enforces obligations in cable franchise agreements, provides consumer assistance with cable issues and complaints, and supports County policies addressing compensation for use of public rights-of-way by communications providers. Community Technology manages the Transmission Facility Coordinating Group to provide engineering review of applications to deploy towers and antennas for wireless services in Montgomery County, and coordination for deployment of wireless facilities among department and agencies.

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
Transmission facility applications processed	306	209	300	315	330
Cable infrastructure inspections ¹	3,412	70,000	70,000	70,000	70,000
Average number of days to process applications for siting wireless towers	36	31	31	31	31
Percent of customers satisfied with Community Technology complaint handling	94.0%	94.0%	94.0%	94.0%	94.0%

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	1,712,217	6.50

¹ In FY20, Community Technology revised its inspection calculation methodology. Previously, a site was counted as an inspection only if a violation was found. Beginning in FY20, all site visits to inspect cable infrastructure are counted as inspections. In addition, if there are two or more cable provider facilities on the same utility pole, and the inspector reviews both providers' facilities, it is counted as two inspections.

FY22 Recommended Changes	Expenditures	FTEs
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(89,791)	(1.00)
FY22 Recommended	1,622,426	5.50

☀ OBP Digital Equity (Cable Fund)

Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services. OBP Digital Equity works to ensure individuals and communities have the information technology knowledge and confidence needed for full participation in our society, democracy, and economy. It supports providing technology training for older adults, and youth media programs to empower young people to engage with the community through digital media. See the DTS budget for additional funding provided by DTS to support digital equity as part of the ultraMontgomery program. This program was formerly part of the County Cable Montgomery program.

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	300,287	1.00
Enhance: Digital Equity Initiative for HOC and Affordable Housing Properties	100,000	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(200,287)	(1.00)
FY22 Recommended	200,000	0.00

☀ OBP Fibernet (CF)

Funding from the Cable Special Revenue Fund is used to support Montgomery County's private communications network - FiberNet. FiberNet is a critical infrastructure asset that provides carrier-class voice, video, Internet access, and data network services for Montgomery County Government, Montgomery County Public Schools (MCPS), Montgomery College, Housing Opportunities Commission (HOC), the Maryland-National Park and Planning Commission (M-NCPPC), and the WSSC Water. The County's public safety communications are also provided via FiberNet infrastructure. Additionally, FiberNet provides private network access to the State of Maryland and all of the local counties, municipalities, and the District of Columbia. Expenditures cover the cost of network expansion, monitoring, management, and maintenance services. FiberNet is a Countywide multi-million dollar investment that is crucial to the daily operation of local government within the County and with its citizens, neighboring governments, and business partners.

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	0	0.00
Enhance: FiberNet 3 Build Out	700,000	0.00
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	4,559,693	8.75
FY22 Recommended	5,259,693	8.75

REALIGNED PROGRAMS

Funding in the following programs has been realigned to other programs within this department.

Office of Broadband Programs FiberNet (Cable Fund)

Program Performance Measures	Actual FY19	Actual FY20	Estimated FY21	Target FY22	Target FY23
New sites added to FiberNet	20	155	6	5	5

FY22 Recommended Changes	Expenditures	FTEs
FY21 Approved	4,294,031	7.75
Multi-program adjustments, including negotiated compensation changes, employee benefit changes, changes due to staff turnover, reorganizations, and other budget changes affecting multiple programs.	(4,294,031)	(7.75)
FY22 Recommended	0	0.00

BUDGET SUMMARY

	Actual FY20	Budget FY21	Estimate FY21	Recommended FY22	%Chg Bud/Rec
CABLE TELEVISION					
EXPENDITURES					
Salaries and Wages	3,135,671	3,337,776	3,203,549	3,510,326	5.2 %
Employee Benefits	968,704	980,362	883,957	955,622	-2.5 %
Cable Television Personnel Costs	4,104,375	4,318,138	4,087,506	4,465,948	3.4 %
Operating Expenses	11,982,905	12,200,442	12,234,434	13,003,663	6.6 %
Cable Television Expenditures	16,087,280	16,518,580	16,321,940	17,469,611	5.8 %
PERSONNEL					
Full-Time	13	18	18	18	—
Part-Time	0	0	0	0	—
FTEs	30.85	30.75	30.75	30.75	—
REVENUES					
Franchise Fees	15,792,097	15,186,000	14,854,275	13,767,962	-9.3 %
Investment Income	221,566	159,000	221,566	153,000	-3.8 %
PEG Capital Revenue	5,914,157	5,622,000	5,530,091	5,253,586	-6.6 %
PEG Operating Revenue	3,609,548	3,489,000	3,625,436	3,444,164	-1.3 %
Tower Application Fees	95,500	250,000	250,000	250,000	—
Cable Television Revenues	25,632,868	24,706,000	24,481,368	22,868,712	-7.4 %

FY22 RECOMMENDED CHANGES

	Expenditures	FTEs
CABLE TELEVISION		
FY21 ORIGINAL APPROPRIATION	16,518,580	30.75
Changes (with service impacts)		
Enhance: FiberNet 3 Build Out [OBP Fibernet (CF)]	700,000	0.00
Enhance: Digital Equity Initiative for HOC and Affordable Housing Properties [OBP Digital Equity (Cable Fund)]	100,000	0.00
Other Adjustments (with no service impacts)		

FY22 RECOMMENDED CHANGES

	Expenditures	FTEs
Increase Cost: FY21 Compensation Adjustment	84,197	0.00
Increase Cost: Annualization of FY21 Personnel Costs	49,173	0.00
Increase Cost: FY22 Compensation Adjustment	32,148	0.00
Increase Cost: Print and Mail Adjustment	3,221	0.00
Decrease Cost: Retirement Adjustment	(17,708)	0.00
FY22 RECOMMENDED	17,469,611	30.75

PROGRAM SUMMARY

Program Name	FY21 APPR Expenditures	FY21 APPR FTEs	FY22 REC Expenditures	FY22 REC FTEs
Connect Montgomery Alliance	939,984	0.00	943,204	0.00
Media - Montgomery College	0	0.00	0	0.00
Media - Montgomery County Public Schools	0	0.00	0	0.00
Media - PIO, Council, M-NCPPC	1,893,091	11.50	1,865,124	11.50
Montgomery Community Media	2,829,061	0.00	2,829,061	0.00
Municipal Support	3,563,900	0.00	3,563,900	0.00
OBP Community Engagement	986,009	4.00	1,186,203	5.00
OBP Community Technology	1,712,217	6.50	1,622,426	5.50
OBP Digital Equity (Cable Fund)	300,287	1.00	200,000	0.00
OBP Fibernet (CF)	0	0.00	5,259,693	8.75
Office of Broadband Programs FiberNet (Cable Fund)	4,294,031	7.75	0	0.00
Total	16,518,580	30.75	17,469,611	30.75

FUNDING PARAMETER ITEMS

CE RECOMMENDED (\$000S)

Title	FY22	FY23	FY24	FY25	FY26	FY27
CABLE TELEVISION						
EXPENDITURES						
FY22 Recommended	17,470	17,470	17,470	17,470	17,470	17,470
No inflation or compensation change is included in outyear projections.						
Labor Contracts	0	74	74	74	74	74
These figures represent the estimated annualized cost of general wage adjustments, service increments, and other negotiated items.						
Subtotal Expenditures	17,470	17,544	17,544	17,544	17,544	17,544

FY22 RECOMMENDED CABLE COMMUNICATIONS PLAN (in \$000's)

	ACT FY20	APP FY21	Est FY21	REC FY22	Proj. FY23	Proj. FY24	Proj. FY25	Proj. FY26	Proj. FY27	
1	BEGINNING FUND BALANCE									
	346	1,064	1,844	2,870	200	(4,426)	(10,336)	(17,986)	(26,544)	
2	REVENUES									
3	15,792	15,185	14,854	13,768	12,687	11,569	10,428	10,103	10,103	
4	-	-	-	-	-	-	-	-	-	
5	3,610	3,489	3,625	3,444	3,272	3,108	2,953	2,805	2,665	
6	5,914	5,622	5,530	5,254	4,991	4,741	4,504	4,279	4,065	
7	222	159	222	153	153	153	153	153	153	
8	96	250	250	250	250	250	250	250	250	
9	-	-	-	-	-	-	-	-	-	
10	TOTAL ANNUAL REVENUES									
	25,633	24,706	24,481	22,869	21,353	19,822	18,289	17,590	17,236	
11	TOTAL RESOURCES-CABLE FUND									
	25,979	25,769	26,325	25,739	21,553	15,396	7,953	(397)	(9,308)	
12	EXPENDITURE OF RESTRICTED FUNDS									
13	A. EXPENDITURE OF RESTRICTED CAPITAL FUNDS									
14	Municipal Capital Support									
15	845	847	790	751	713	677	643	611	581	
16	197	198	184	175	166	158	150	143	136	
17	197	198	184	175	166	158	150	143	136	
18	MUNICIPAL PEG/INET CAPITAL SUBTOTAL									
	1,231	1,243	1,159	1,101	1,046	993	944	897	852	
19	PEG Network Capital Grant									
	759	759	759	759	759	759	759	759	759	
20	NON-CIP PEG CAPITAL SUBTOTAL									
	759	759	759	759	759	759	759	759	759	
21	ultraMontgomery - CIP									
	680	680	680	680	680	680	680	680	680	
22	FiberNet - CIP									
	3,856	3,081	3,081	3,592	3,888	3,496	3,496	3,496	3,496	
23	CIP EXPENDITURE SUBTOTAL									
	4,536	3,761	3,761	4,272	4,568	4,176	4,176	4,176	4,176	
24	CAPITAL SUBTOTAL (Must be > or = to Line 6)									
	6,526	5,763	5,678	6,132	6,373	5,928	5,879	5,832	5,787	
25	B. EXPENDITURE OF RESTRICTED MUNICIPAL FUNDS									
26	Municipal Franchise Fee Distribution									
27	725	739	676	626	633	601	569	561	561	
28	223	227	208	193	194	184	175	172	172	
29	246	250	229	212	210	199	189	186	186	
30	SUBTOTAL									
	1,186	1,216	1,113	1,031	1,037	984	932	918	918	
31	Municipal Operating Support									
32	248	250	236	224	246	246	246	246	246	
33	423	428	403	383	421	420	420	420	420	
34	423	428	403	383	421	420	420	420	420	
35	SUBTOTAL									
	1,050	1,105	1,041	989	1,087	1,087	1,086	1,086	1,086	
36	SUBTOTAL									
	2,235	2,321	2,154	2,020	2,124	2,071	2,019	2,005	2,005	
37	TOTAL EXPENDITURES OF RESTRICTED FUNDS									
	8,761	8,083	7,832	8,152	8,497	8,000	7,897	7,836	7,791	
38	NET TOTAL ANNUAL REVENUES									
	16,872	16,622	16,649	14,717	12,856	11,822	10,391	9,754	9,444	
39	NET TOTAL RESOURCES-CABLE FUND									
	17,218	17,686	18,493	17,587	13,056	7,396	56	(8,233)	(17,100)	
40	EXPENDITURES OF NON-RESTRICTED FUNDS									
41	OFFICE BROADBAND PROGRAMS									
42	C. OBP FIBERNET OPERATING									
43	627	1,115	1,011	1,157	1,183	1,218	1,255	1,293	1,293	
44	1,417	1,391	1,817	2,486	1,391	1,391	1,391	1,391	1,391	
45	910	910	1,041	910	910	910	910	910	910	
46	112	99	108	115	119	122	126	130	130	
47	291	291	190	291	291	291	291	291	291	
48	488	488	395	488	488	488	488	488	488	
49	SUBTOTAL									
	3,845	4,294	4,562	5,447	4,382	4,421	4,461	4,503	4,503	
50	D. OBP COMMUNITY TECHNOLOGY									
51	250	230	230	350	350	300	300	250	250	
52	B. FRANCHISE ADMINISTRATION									
53	804	748	748	771	794	818	842	868	868	
54	125	114	114	118	121	125	128	132	132	
55	68	144	170	248	248	248	248	248	248	
56	78	-	-	-	-	-	-	-	-	
57	SUBTOTAL									
	1,799	1,712	1,608	1,861	1,763	1,741	1,769	1,748	1,748	
58	E. OBP DIGITAL EQUITY									
59	-	200	200	206	212	219	225	232	232	
60	-	100	127	100	100	100	100	100	100	
61	SUBTOTAL									
	-	300	327	306	312	319	325	332	332	
62	F. OBP COMMUNITY ENGAGEMENT									
63	908	546	546	562	579	597	614	633	633	
64	31	99	99	99	99	99	99	99	99	
65	87	87	87	87	87	87	87	87	87	
66	91	91	91	91	91	91	91	91	91	
67	-	163	163	163	163	163	163	163	163	
68	SUBTOTAL									
	1,176	986	986	1,002	1,077	1,094	1,112	1,131	1,131	
69	G. MEDIA - PEG NETWORK									
70	181	181	181	206	206	206	206	206	206	
71	-	-	-	-	-	-	-	-	-	
72	-	-	-	-	283	283	283	283	283	
73	-	-	-	-	9	9	9	9	9	
74	100	-	-	-	31	31	31	31	31	
75	SUBTOTAL									
	281	181	181	206	529	529	529	529	529	

FY22 RECOMMENDED CABLE COMMUNICATIONS PLAN (in \$000's)

	ACT FY20	APP FY21	Est FY21	REC FY22	Proj. FY23	Proj. FY24	Proj. FY25	Proj. FY26	Proj. FY27
72 H. MEDIA - PIO, COUNCIL, M-NCPPC									
73 Public Information Office									
74 Personnel Costs	867	832	832	857	883	909	937	965	965
75 Operating Expenses	11	11	11	11	11	11	11	11	11
76 SUBTOTAL	879	843	843	868	894	921	948	976	976
77 County Council									
78 Personnel Costs	660	663	663	680	700	721	743	765	765
79 Operating Expenses	124	11	11	11	11	11	11	11	11
80 Contracts - TV Production	163	253	175	253	153	153	153	153	153
81 General Sessions and Committee Meetings	-	-	-	-	100	100	100	100	100
82 SUBTOTAL	947	927	850	943	964	985	1,006	1,029	1,029
83 MNCPPC									
84 Operating Expenses	24	24	24	24	24	24	24	24	24
85 Contracts - TV Production	99	99	39	99	99	99	99	99	99
86 SUBTOTAL	123	123	64	123	123	123	123	123	123
87 SUBTOTAL	1,949	1,893	1,757	1,935	1,981	2,028	2,077	2,128	2,128
88 I. MEDIA - MONTGOMERY COLLEGE									
89 Personnel Costs	1,555	1,588	1,588	1,588	1,588	1,588	1,588	1,588	1,588
90 Operating Expenses	209	209	209	209	209	209	209	209	209
91 SUBTOTAL	1,764	1,797	1,797	1,797	1,797	1,797	1,797	1,797	1,797
92 J. MEDIA - MONTGOMERY CO PUBLIC SCHOOLS									
93 Personnel Costs	1,678	1,648	1,648	1,694	1,749	1,801	1,855	1,911	1,911
94 Operating Expenses	121	121	121	76	121	121	121	121	121
95 SUBTOTAL	1,800	1,770	1,770	1,770	1,870	1,923	1,977	2,032	2,032
96 K. MEDIA - MONTGOMERY COMMUNITY MEDIA									
97 Personnel Costs	2,231	2,240	2,240	2,394	2,463	2,534	2,607	2,682	2,759
98 Operating Expenses	54	54	54	54	54	54	54	54	54
99 Rent & Utilities	502	535	535	383	397	411	425	441	456
New Media, Webstreaming & VOD Services	23	-	-	-	-	-	-	-	-
100 SUBTOTAL	2,811	2,829	2,829	2,832	2,914	2,999	3,086	3,176	3,269
101 L. COMPENSATION ADJUSTMENTS									
102 MOG Personnel Cost Adjustments	-	-	-	-	-	-	-	-	-
103 FY20 Collective Bargaining Agreement	-	-	-	-	-	-	-	-	-
104 TOTAL EXPENDITURE OF UNRESTRICTED FUNDS	15,426	15,763	15,817	17,156	16,626	16,851	17,134	17,376	17,469
105 TOTAL EXPENDITURE OF RESTRICTED FUNDS	8,761	8,083	7,832	8,152	8,497	8,000	7,897	7,836	7,791
106 TOTAL EXPENDITURES - PROGRAMS	24,187	23,846	23,650	25,308	25,123	24,850	25,031	25,212	25,260
107 M. OTHER									
108 Indirect Costs Transfer to Gen Fund	880	843	843	831	856	882	908	935	935
109 Telecom Transfer to the Gen Fund	-	-	-	-	-	-	-	-	-
110 Transfer to the General Fund	-	-	-	(700)	-	-	-	-	-
111 Legislative Community Communications NDA	-	-	-	-	-	-	-	-	-
112 Transfer to the Gen Fund-M-NCPPC	100	-	-	100	-	-	-	-	-
113 SUBTOTAL	980	843	843	231	856	882	908	935	935
114 TOTAL EXPENDITURES	25,167	24,689	24,493	25,539	25,978	25,732	25,939	26,147	26,195
115 N. ADJUSTMENTS									
116 Prior Year Adjustments	(1,033)	-	(1,037)	-	-	-	-	-	-
117 Encumbrance Adjustment	-	-	-	-	-	-	-	-	-
125 CIP - Designated Claim on Fund	-	-	-	-	-	-	-	-	-
118 TOTAL ADJUSTMENTS	(1,033)	-	(1,037)	-	-	-	-	-	-
119 FUND BALANCE	1,844	1,080	2,870	200	(4,426)	(10,336)	(17,986)	(26,544)	(35,504)
120 FUND BALANCE PER POLICY GUIDANCE	1,289	1,248	1,226	1,134	1,047	958	867	840	840
121 O. SUMMARY - EXPENDITURES BY FUNDING SOURCE									
122 Transfer to Gen Fund-Indirect Costs	880	843	843	831	856	882	908	935	935
123 Transfer to Gen Fund-Mont College Cable Fund	1,764	1,797	1,797	1,797	1,797	1,797	1,797	1,797	1,797
124 Transfer to Gen Fund-Public Schools Cable Fund	1,800	1,770	1,770	1,770	1,870	1,923	1,977	2,032	2,032
125 Transfer to CIP Fund	4,536	3,761	3,761	4,272	4,568	4,176	4,176	4,176	4,176
126 Transfer to Gen Fund-Other	-	-	-	(700)	-	-	-	-	-
127 Transfer to Gen Fund-Telecom	-	-	-	-	-	-	-	-	-
128 Transfer to the General Fund-Legislative Branch NDA	-	-	-	-	-	-	-	-	-
129 Transfer to the Gen Fund-M-NCPPC	100	-	-	100	-	-	-	-	-
130 FUND TRANSFERS SUBTOTAL	9,080	8,171	8,171	8,069	9,091	8,777	8,857	8,940	8,940
131 Cable Fund Expenditure of Unrestricted Funds	11,862	12,196	12,251	13,509	12,959	13,131	13,361	13,547	13,640
132 Cable Fund Direct Expenditures	16,087	16,519	16,322	17,470	16,888	16,955	17,082	17,207	17,255
133 Cable Fund Personnel	4,104	4,318	4,223	4,466	4,591	4,729	4,871	5,017	5,017
134 Cable Fund Operating	11,983	12,200	12,299	13,004	12,296	12,226	12,211	12,190	12,238

Notes:

- These revenues and expenditures are based on the Executive's recommended budget. The projected future expenditures, revenues, transfers, and fund balances may vary based on changes not assumed here to fee or tax rates, usage, inflation, future labor agreements and other factors.
- Franchise fees and PEG revenues are subject to municipal pass-through payment. Municipal payments are estimates. Actual payments will be calculated based upon actual revenue received, subscriber numbers and formulas specified within the Municipal MOUs.
- Restricted revenue and expenditures: Certain Cable Fund revenues other than franchise fees, and corresponding expenditures (Municipal Franchise Fees/Pass-throughs, PEG Capital/Equipment Grants, and PEG Operating Revenue) are contractually required by franchise, municipal, and settlement agreements, and by the County Code, and may only be used for permissible federal purposes and in a manner consistent with applicable agreements.
- Montgomery Community Television, Inc., d/b/a Montgomery Community Media, is designated as a sole source contractor to provide community access media services.
- Fund balance per policy guidance is calculated as 8% of total non-restricted revenues (franchise fees, tower fees, and investment income).
- The Cable Television Communications Fund provides a fund transfer to Montgomery County Public Schools and Montgomery College and to support MCPS-TV and Montgomery College Television.
- Subtotals may be adjusted due to rounding.

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MEMORANDUM

April 8, 2021

TO: Dennis Hetman, Department of Technology Services
Office of Management and Budget, Montgomery County, Maryland

FROM: Melissa Pace, Chair, Connect Montgomery Alliance and Managing Director,
Montgomery College Television

SUBJECT: Response to Question from OMB to Connect Montgomery Alliance

The following question was posed to Donna Keating, Media Services Manager, Office of Broadband Programs, Department of Technology Services:

"The GO Committee met with the Connect Montgomery Alliance in February, and requested that the Cable Plan programming maintain focus on racial equity and pandemic communications; please indicate programs in the Plan that do this."

As the current Chair of the Connect Montgomery Alliance (CMA), formerly PEG Network, I am providing the information below in response.

The members of the Connect Montgomery Alliance are committed to continuing to closely align organizational and collaborative priorities specifically with pandemic communications and racial equity. While each entity has a different set of audiences and constituents, all have concentrated on emergency and public health and safety messaging for the past year, alongside the myriad social issues that are a part of racial equity. We affirm that each of the programs maintain this focus for FY22.

The Cable Communications Plan provides for public, educational, and government (PEG) access, outreach and programming. This includes not only the distribution channels, equipment, warranties and captioning service, but primarily the communications, production, multicultural, engineering, cable channel and social media personnel for:

- County Office of Public Information
- County Council
- Office of Broadband Programs
- County Technical Operations Center
- Montgomery College Television
- Montgomery County Public Schools

- Montgomery Community Media
- Municipal (MOU) partners: Montgomery Municipal Channel, City of Rockville, and City of Takoma Park

Embedded across the entire scope of the FY22 public, educational, and government aspects of the Plan, are the Connect Montgomery Alliance staff who will continue to creatively, professionally and rapidly initiate, deploy and support emergency and pandemic communications. From live media press events, town halls, and public meetings to panels, trainings, informational videos, and social media - in English and six foreign languages - the CMA partners ensure the County Executive, Councilmembers, Mayors, Boards, Superintendent, College President, numerous agencies, plus residents' voices, will continue to be heard amidst today's digital and racial inequity. The CMA members have and will work diligently to make sure constituents can participate fully and safely from home, even after Coronavirus is contained.

Alliance staff remain the foremost source for filling the void of local news and critical information pertaining to the Coronavirus and its wide impact in Montgomery County. They also provide forums to advance discussions among each set of audiences pertaining to identifying, understanding, and working to improve racial equity and other social justice topics. To be more inclusive, CMA members continue to increase use of open and closed captions as well as onscreen text graphics and foreign language translations. These tactics help expand social media engagement and accessibility, growing new partnerships and extending reach to more culturally diverse groups.

The CMA-centric 24/7 cable channel – Corona Montgomery Channel 10 – will continue to feature curated programming from all the County partners in one location, with a companion website www.coronamontgomery.info for those who do not subscribe to cable. The Council for Advancement and Support of Education (CASE) bestowed a Gold Accolade Award for this outstanding “Communications Pivot” during the pandemic. CASE Awards judges cited the effort as “a brilliant use of a public institution's network to benefit the community.” CMA support for this channel will continue, and serve the community throughout FY22, and longer if needed.

In addition to weekly health briefings, new programs were created for these unprecedented times, and will continue, for example:

- *MCPS Waymaking, Mindful Moments, Momento de Atención Plena* (MCPS-TV) are three new “well-being & families” series to support mental health, totaling 110 videos (28 in Spanish) to date.
- Montgomery Community Media’s adapted series *Small Business Network Helps Businesses Cope* and *SBN en Español* super serve local small business owners.
- *What's Happening MoCo* (County Cable Montgomery) includes 20+ podcasts with Council guests, County businesses, and covered topics such as suicide prevention.
- *Studio 501c3* (Montgomery Community Media) invites nonprofit guests to discuss food resources, social services, literacy, arts, homelessness, housing, health, to name a few.

- *Outlook Montgomery* (Montgomery College Television) examines today’s issues: eviction, transportation, policing, LGBTQ rights, healthcare jobs, economic recovery, COVID-19 scams and more.
- *Let’s Talk!* (Montgomery College Television) is a partnership with MC Equity & Inclusion to bring a dialogue to topics ranging from *Say Her Name* and *STEM For All* to LGBTQ and Disabilities inclusion. MC’s efforts yielded a global CASE Platinum Awards Honorable Mention for Best Practices in Diversity.
- *#See Me Montgomery* (Montgomery Community Media) is an award-winning series with 77 stories of residents speaking intimately on race in order to promote better understanding.

To ensure residents are aware of this important and thought-provoking content, CMA leaders committed to sustain targeted marketing efforts in FY22. The Alliance is prioritizing awareness and outreach through monthly topic-driven campaigns across multiple platforms. Specifically, focusing on creating paid and organic (unpaid) videos and social media to support emergency COVID-19 health and public safety messaging, racial equity and social justice, economic development, early childhood and education, Vision Zero.

These are some recent ad topics that directed viewers to additional County resources and related CMA-produced videos:

- Mental Health resources
- COVID-19 Vaccine Info (English and Spanish)
- Food Insecurity (English and Spanish)
- COVID-19 Scams
- MCPS Reopening of Schools
- Election Information/Voting During COVID-19
- Flu Prevention
- Celebrating Safely during COVID-19
- Shop Small, Shop Local
- MLK Day of Service
- Women’s History Month
- Pedestrian Safety
- Upcoming topics: Digital Equity/Internet Access, Vaccine Update

The CMA anticipates the Digital Equity ads, promoting affordable internet access, will drive more potential participants to the County’s webpage, and we plan to promote the new Emergency Broadband Benefit in FY22. To help close the digital divide, the CMA also invited Youth Media partners to create video training to help parents, grandparents, or elderly neighbors learn to safely use smart phone apps, computers, the internet, wifi and social media. Videos produced from this effort will be shared on multiple platforms beginning this summer.

CMA leaders will be pooling and reallocating a portion of the approved Cable Communications Plan funding in FY22 to procure an “impact manager” (contractor) for 20 hours per week. The impact manager will further extend outreach to more diverse audiences, especially through social

and digital media. We shall continue to demonstrate rapid innovation and goal-oriented collaboration in response to the pandemic, and the evolving needs of our leaders, to communicate urgently, accurately and often.

cc: Connect Montgomery Alliance members

- Montgomery County, MD – Donna Keating, Barry Hudson, Sonya Healy
- Montgomery Community Media – Nannette Hobson
- Montgomery County Public Schools – Dr. Dick Lipsky
- City of Rockville – Kathy Dantzler
- City of Takoma Park – Alvaro Calabria
- Montgomery Municipal Cable – Melissa Aymold

USAC Schools and Library Program

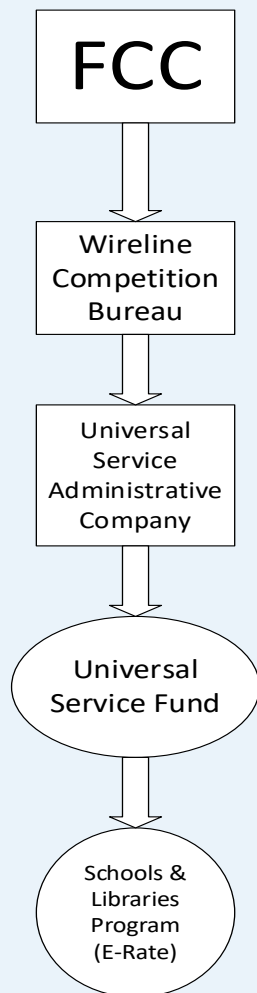
Overview of E-Rate Funding and
Opportunity for MCG MCPS/FiberNet



Agenda

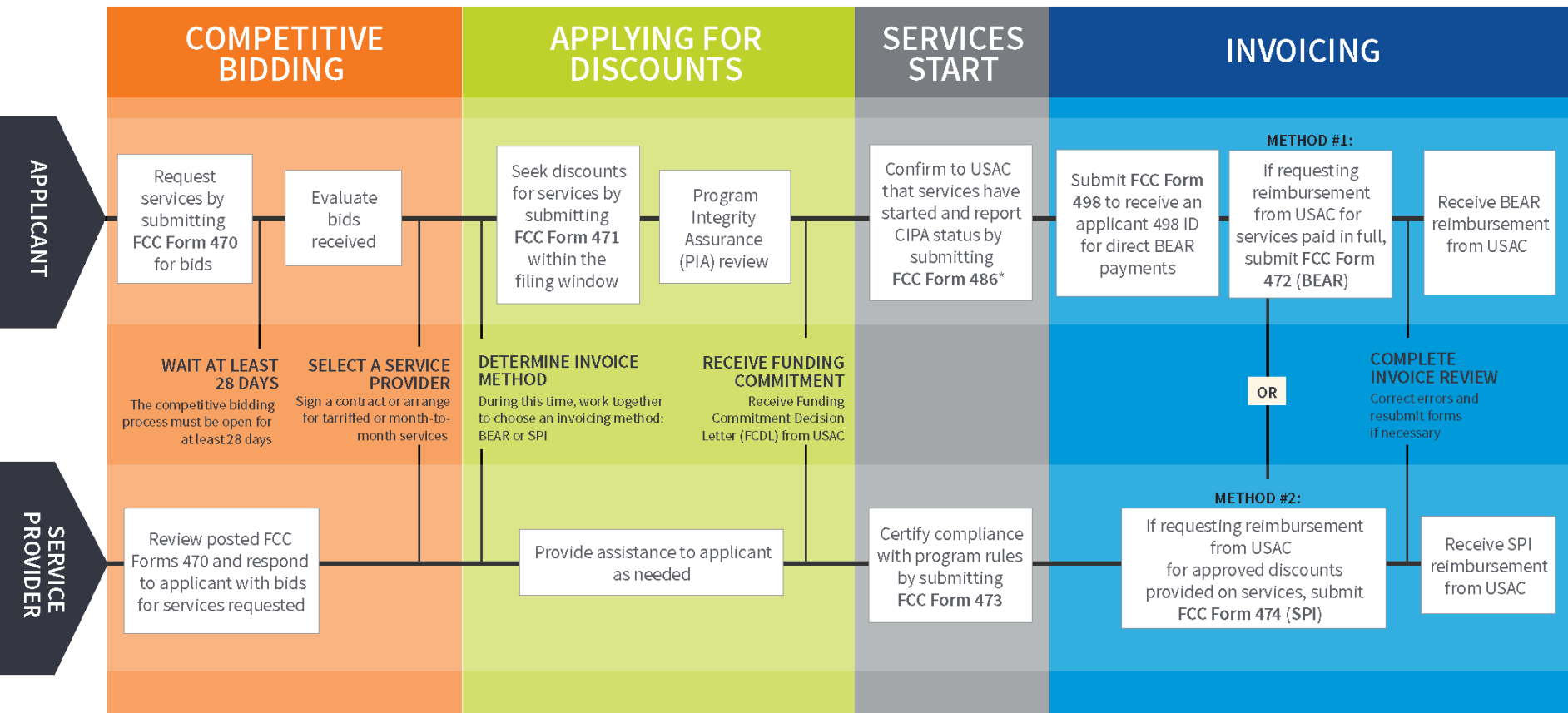
- Overview of Schools & Libraries (E-Rate) Program
 - Who's Eligible, Process, & Timelines
 - Discounts
 - Eligible Services
 - Sidebar: Redundant Services
- Child Internet Protection Act (CIPA) & E-Rate
- Business Model for Local Governments as Service Provider
 - Billing/Reimbursement (Form 474/Form 472)
- Overview of MCPS/MCDPL current use of E-Rate
 - Revenue/Cost Estimates for FiberNet

E-Rate (Just the Highlights)

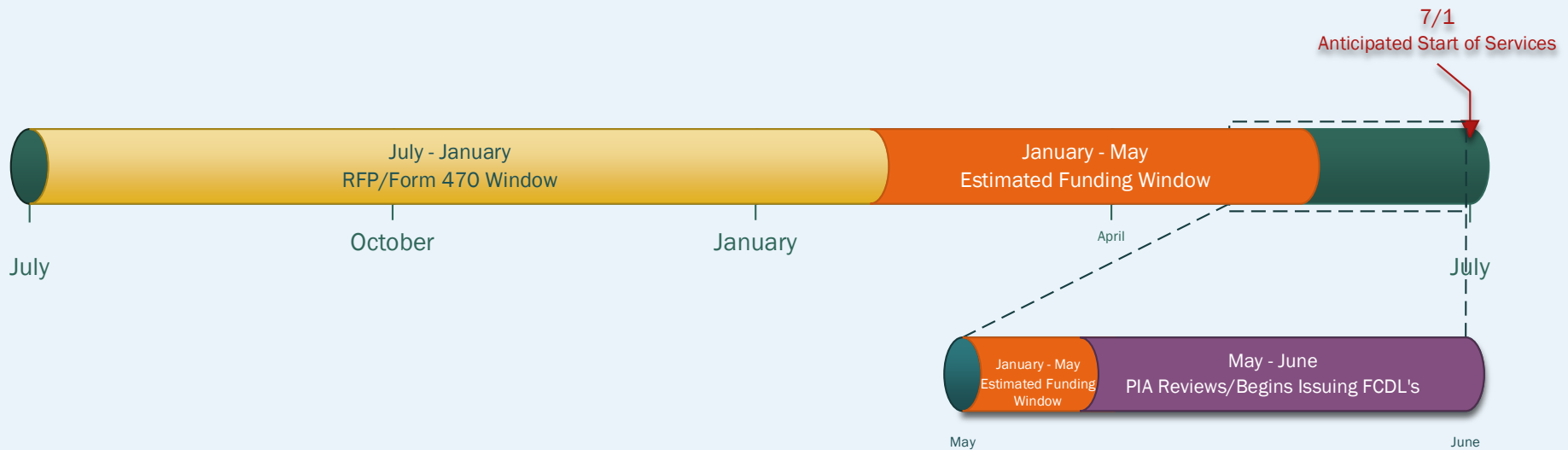


- *Program Goal:* Create a competitive market place that helps to drive down costs for schools & libraries
- Federal subsidy program of 20% to 90% for service to schools and libraries
- Funding based on demand w/ annual cap of \$4.15 billion
- Localities and non-profits are eligible providers
 - Federal funding for providing services to K-12 Schools & Libraries

The E-Rate Process



The E-Rate Cycle



Determining Discounts (MCPS= 50%)

INCOME Measured by % of students eligible for the National School Lunch Program (NSLP)	CATEGORY ONE (C1)		CATEGORY TWO (C2)	
	URBAN Discount	RURAL Discount	URBAN Discount	RURAL Discount
Less than 1%	20%	25%	20%	25%
1% to 19%	40%	50%	40%	50%
20% to 34%	50%	60%	50%	60%
35% to 49%	60%	70%	60%	70%
50% to 74%	80%	80%	80%	80%
75% to 100%	90%	90%	85%	85%

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Types of Funding Available

Category 1

Distribution of
broadband service
TO
an eligible school or
library building

Category 2

Distribution of
broadband services
WITHIN
an eligible school or
library building

Check out the current Eligible Services List for more detail: <https://bit.ly/2NqYLKN>



Bidding on E-Rate RFPs

- Fair and transparent process
- Bidders/service providers can't direct schools/libraries to 'do' anything
 - No collusion
 - Can't direct schools/libraries to issue RFP



E-Rate Speed Goals for Schools

- Internet
 - 1 Gbps to every 1,000 students,
- Internal Wide Area Network (WAN)
 - 10 Gbps to every 1,000 students

To meet this goal, MCPS would need:

- 7 Gbps per MCPS School facility now or near term to serve 163,000 students across 220 primary school locations



MD Counties Providing E-Rate Services

- Anne Arundel County
- Baltimore County
- Howard County



Risks for Municipal Service Providers

- Bidding on an RFP doesn't ensure MSP (i.e., FiberNet) will win
 - Must compete against other established providers
- Future potential to lose business if another Provider out-bids MSP in another cycle
 - Contract terms become public information



Sidebar: Redundant Services Requests

E-Rate will not pay for services that are duplicative to E-Rate

- “Services that provide the same functionality for the same population in the same location during the same period of time”

Applicants are required to choose the ‘most cost-effective solution’.

- If an applicant is provided with free service, E-Rate funding for a redundant or backup service would not be considered cost-effective.

Sidebar: CIPA Requirements

Child Internet Protection Act (CIPA) Requirements:

- Internet Safety Policy including technology protection measures
 - Block or filter internet access to/by minors of pictures that:
 - Are obscene
 - Child pornography
 - Harmful to minors (on computers accessed by minors)
 - Addresses safety/security of minors when using email, chat rooms, and other forms of direct e-communication
 - Unauthorized access, hacking, other unlawful activities by minors
 - Unauthorized disclosure, use, and dissemination of personal information about minors

Policy must be made public and provide opportunity for public meeting/ hearing prior to implementation



CIPA Overview

Important Caveats:

- Does not require tracking of internet use by minors or adults
- Blocking or filtering may be disabled during use by adults to enable research “or other lawful purposes”

The Model: Municipal Service Provider

Current: FiberNet receives \$0 for services estimated at >\$2 million/annually*

Potential future: ~\$1 million net annual MCG inflow w/ 50% flowing from Federal Support to County

- School/Library pays MSP for services either in full or discounted amount (50%)
- Allows MSP to set rates
- Allows MSP to recoup costs for infrastructure upgrades to meet USAC Goals

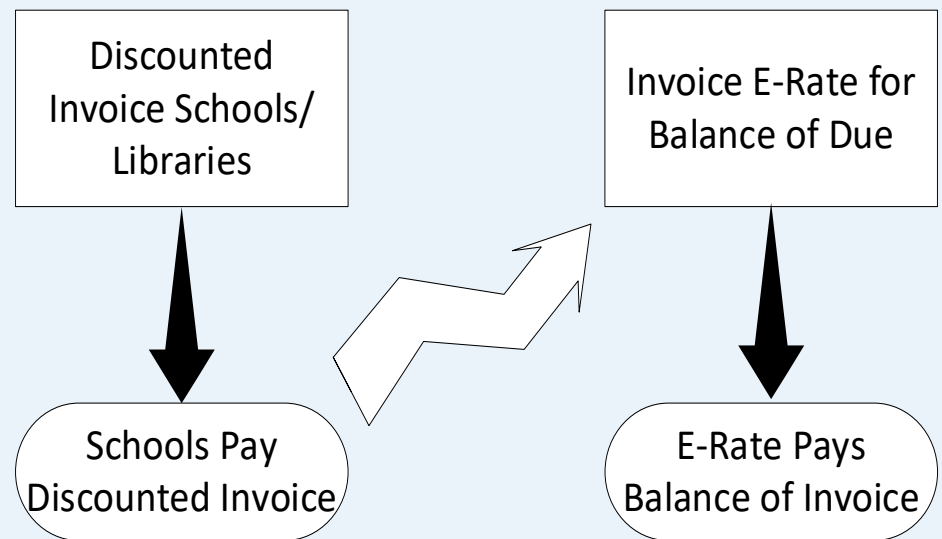
Services	\$ (2,000,000)
Schools pay	\$ 1,000,000
E-Rate Pays	\$ 1,000,000
Total Paid To MSP	\$ 2,000,000

*Based on FY2019 MCPS Form 471 funding request and related estimates

E-Rate Invoicing

Form 474 – Service Provider Invoice (SPI)

- Discounted invoice sent to School/Library
- E-Rate pays MSP remaining balance directly AFTER School/Library certification of payment of their invoice





E-Rate Invoicing (cont.)

Form 472 – Billed Entity Applicant Reimbursement (BEAR)

- School/Library pays full invoice (undiscounted) to MSP
- School/Library seeks reimbursement from E-Rate for discount
 - Direct Deposit to school/library

MCPS E-Rate Overview

FY 2019 Services through E-Rate:

Application Number	Funding Year	Nickname	Status	Categories of Service	Total Funding Year Pre-Discount Eligible Amount	Total Funding Commitment Request Amount	Total Applicant Non-Discount Share
191028942	2019	MO19-47101	Committed	Category1	\$ 890,535.72	\$ 445,267.86	\$ 445,267.86
191030548	2019	MO19-47105	Committed	Category1	\$ 36,013.68	\$ 18,006.84	\$ 18,006.84
191034895	2019	MO19-47104-MetroE	Committed	Category1	\$ 57,150.24	\$ 28,575.12	\$ 28,575.12

- **50% E-Rate Discount**
- **~\$1.91 per Mbps for WAN services**
- **Total cost (prior to E-Rate support) for FY2019: \$983,699.64**

MCPS E-Rate Overview (cont.)

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Montgomery	Comcast	WAN	193	150	\$286.85	\$1.91	\$664,344.60
	Montgomery	Starpower	Internet Access	2	10000	\$4,200.00	\$0.42	\$100,800.00
	Montgomery	Comcast	Internet Access	26	300	\$386.85	\$1.29	\$120,697.20
	Montgomery	Comcast	Internet Access	2	1000	\$1,500.57	\$1.50	\$36,013.68
	Montgomery	Comcast	Metro-E	1	1000	\$4,088.60	\$4.09	\$49,063.20
								\$970,918.68
							Out of Pocket	\$485,459.34

Application # 191028942:

- Point to Point WAN services @ 20 Mbps/150 Mbps
 - 193 sites
 - Contract w/ Comcast, expiration date of 6/30/2020
- Core Internet services from StarPower for 10 Gbps/10 Gbps fiber services for the everyone but the high schools
 - There are 39 more months on the contract
- Internet services from Comcast for 25 Mbps/ 300 Mbps fiber services at high school locations
 - Contract expires 6/30/2020



MCPS E-Rate Overview (cont.)

Application # 191030548:

- Internet access at 1 Gbps/1 Gbps to Center for Technology Innovation and 45 W Gude Drive (Choke Cherry Location)
- Comcast contract expires 6/30/2020

Application # 191034895:

- Metro-Ethernet services through Comcast
- 1 Gbps/1 Gbps for Carver Educational Center and 45 W Gude Drive

MCPS E-Rate Overview (cont.)

FY 2020 REQUESTED Services through E-Rate:

Application Number	471 Review Status	Service Provider Name	Funding Year	Monthly Charge	Quantity	Months	Total Eligible Pre-Discount	Requested Amount	Notes
201026100	Ret for Additional Review	Atlantech Online, Inc.	2020	\$ 7,600	1	12	\$91,200.00	\$ 45,600.00	Internet Access
		Comcast Cable							
201026100	Ret for Additional Review	Communications, LLC	2020	\$ 286.85	201	12	\$691,882.20	\$ 345,941.10	WAN Services
		Comcast Cable							
	Ret for Additional Review	Communications, LLC	2020	\$ 386.85	26	12	\$120,697.20	\$ 60,348.60	WAN Services
		Comcast Cable							
	Ret for Additional Review	Communications, LLC	2020	\$ 1.02	227	12	\$ 2,778.48	\$ 1,389.24	Taxes & USF Fees
201026100	Ret for Additional Review	Comcast Phone, LLC	2020	\$2,100.20	3	12	\$75,607.20	\$ 37,803.60	Metro-E (Admin Buildings)
	Ret for Additional Review	Comcast Phone, LLC	2020	\$ 701.34	1	12	\$ 8,416.08	\$ 4,208.04	Metro-E (Admin Buildings)

- **50% E-Rate Discount**
- **~\$1.60 per Mbps for WAN services**
- **Total estimated cost (prior to E-Rate support) for FY2020: \$990,581.16**



FiberNet/MCPS Opportunity Analysis

Current FiberNet Services:

- WAN 1 Gbps/1 Gbps (to approximately 220 schools)
- 10 Gbps dedicated links (x2)
- 100 Gbps links for remote site distribution

Opportunity for County:

- Estimated MCG Net Inflow of **~\$850K to ~\$1.25 M** in federal funding for WAN Services (after discounts)

Pricing Scenarios (Cont.)

Scenario - WAN to all Current FiberNet Customers - Maximizing \$\$/While Remaining Competitive

Type	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend	E-rate to County
Libraries	WAN	23	1000	\$1000.00	\$1.00	\$230,000.00	\$115,000.00
El Schools	WAN	135	1000	\$1000.00	\$1.00	\$1,350,000.00	\$675,000.00
MD Schools	WAN	39	1000	\$1000.00	\$1.00	\$390,000.00	\$195,000.00
H Schools	WAN	26	1000	\$1000.00	\$1.00	\$260,000.00	\$130,000.00
Other	WAN	35	1000	\$1000.00	\$1.00	\$350,000.00	\$175,000.00
						\$2,580,000.00	\$1,290,000.00

- Maximizes dollars back to County based on recent bids by Comcast in the region for the same or similar services while providing competitively priced services.

Benchmark Data (MCPS vs. BCPS)

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Montgomery	Comcast	WAN	193	150	\$286.85	\$1.91	\$664,344.60
	Montgomery	Starpower	Internet Access	2	10000	\$4,200.00	\$0.42	\$100,800.00
	Montgomery	Comcast	Internet Access	26	300	\$386.85	\$1.29	\$120,697.20
	Montgomery	Comcast	Internet Access	2	1000	\$1,500.57	\$1.50	\$36,013.68
	Montgomery	Comcast	Metro-E	1	1000	\$4,088.60	\$4.09	\$49,063.20
								\$970,918.68
							Out of Pocket	\$485,459.34

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
60%	Baltimore	BaCON	WAN	103	1000	\$700.00	\$0.70	\$865,200.00
	Baltimore	BaCON	WAN	24	2000	\$1,500.00	\$0.75	\$432,000.00
	Baltimore	BaCON	WAN	2	40000	\$8,100.00	\$0.20	\$194,400.00
	Baltimore	Comcast	WAN	65	1000	\$1,250.00	\$1.25	\$975,000.00
	Baltimore	Comcast	WAN	9	2000	\$2,110.00	\$1.06	\$227,880.00
	Baltimore	Comcast	WAN	7	10000	\$7,440.00	\$0.74	\$624,960.00
	Baltimore	Comcast	Internet Access	1	40000	\$28,841.00	\$0.72	\$346,092.00
	Baltimore	Comcast	Internet Access	1	10000	\$4,825.00	\$0.48	\$57,900.00
								\$3,723,432.00
							Out of Pocket	\$1,489,372.80

Benchmark Data (MCPS vs. HoCPS)

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Montgomery	Comcast	WAN	193	150	\$286.85	\$1.91	\$664,344.60
	Montgomery	Starpower	Internet Access	2	10000	\$4,200.00	\$0.42	\$100,800.00
	Montgomery	Comcast	Internet Access	26	300	\$386.85	\$1.29	\$120,697.20
	Montgomery	Comcast	Internet Access	2	1000	\$1,500.57	\$1.50	\$36,013.68
	Montgomery	Comcast	Metro-E	1	1000	\$4,088.60	\$4.09	\$49,063.20
								\$970,918.68
							Out of Pocket	\$485,459.34

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Howard	HoCo	WAN	49	1000	\$875.00	\$0.88	\$514,500.00
	Howard	HoCo	WAN	20	3000	\$1,290.00	\$0.43	\$309,600.00
	Howard	HoCo	WAN	12	5000	\$1,550.00	\$0.31	\$223,200.00
	Howard	HoCo	WAN	3	10000	\$1,990.00	\$0.20	\$71,640.00
	Howard	HoCo	Internet Access	3	10000	\$14,700.00	\$1.47	\$529,200.00
	Howard	Comcast	DSL	1	150	\$285.75	\$1.91	\$3,429.00
								\$1,651,569.00
							Out of Pocket	\$825,784.50

Benchmark Data (MCPS vs. AACPS)

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Montgomery	Comcast	WAN	193	150	\$286.85	\$1.91	\$664,344.60
	Montgomery	Starpower	Internet Access	2	10000	\$4,200.00	\$0.42	\$100,800.00
	Montgomery	Comcast	Internet Access	26	300	\$386.85	\$1.29	\$120,697.20
	Montgomery	Comcast	Internet Access	2	1000	\$1,500.57	\$1.50	\$36,013.68
	Montgomery	Comcast	Metro-E	1	1000	\$4,088.60	\$4.09	\$49,063.20
								\$970,918.68
							Out of Pocket	\$485,459.34

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Anne Arundel	AACo	WAN	130	10000	\$4,190.00	\$0.42	\$6,536,400.00
	Anne Arundel	Comcast	Internet Access	2	6000	\$10,280.00	\$1.71	\$246,720.00
								\$6,783,120.00
							Out of Pocket	\$3,391,560.00

Benchmark Data (MCPS vs. PrGCPS)

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
50%	Montgomery	Comcast	WAN	193	150	\$286.85	\$1.91	\$664,344.60
	Montgomery	Starpower	Internet Access	2	10000	\$4,200.00	\$0.42	\$100,800.00
	Montgomery	Comcast	Internet Access	26	300	\$386.85	\$1.29	\$120,697.20
	Montgomery	Comcast	Internet Access	2	1000	\$1,500.57	\$1.50	\$36,013.68
	Montgomery	Comcast	Metro-E	1	1000	\$4,088.60	\$4.09	\$49,063.20
								\$970,918.68
							Out of Pocket	\$485,459.34

Discount %	County	Provider	Service	Entity Count	Speed (Mbps)	\$/site/month	\$ per Mbps	Total Spend
80%	Prince George's	ENA	WAN	138	1000	\$1,250.00	\$1.25	\$2,070,000.00
	Prince George's	ENA	WAN	19	2000	\$2,500.00	\$1.25	\$570,000.00
	Prince George's	ENA	WAN	4	10000	\$6,150.00	\$0.62	\$295,200.00
	Prince George's	ENA	WAN	42	1000	\$1,250.00	\$1.25	\$630,000.00
	Prince George's	ENA	WAN	8	2000	\$2,500.00	\$1.25	\$240,000.00
	Prince George's	ENA	Internet Access	2	3000	\$28,750.00	\$9.58	\$690,000.00
								\$4,495,200.00
							Out of Pocket	\$899,040.00

